

A crowd of people at a sporting event, cheering and holding up signs that say "STATE". The image is overlaid with a yellow filter.

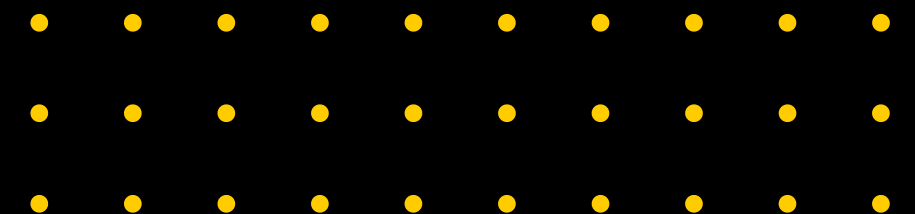
ELEVATE APPS STATE

A CAMPAIGN STRATEGY BY ADDISON BROCK



HI THERE!

In this presentation, I will outline the problems with Appalachian State University's current rally cry and present a new rally cry that I believe has the potential to be a huge success within the community at App State.



01. **PROBLEM VS SOLUTION**
What is the “perfect” rally cry?

02. **DEVELOPMENT**
How do we create a rally cry?

03. **VISUALS**
Let’s make it memorable

04. **CAMPAIGN STRATEGY**
Timeline for success

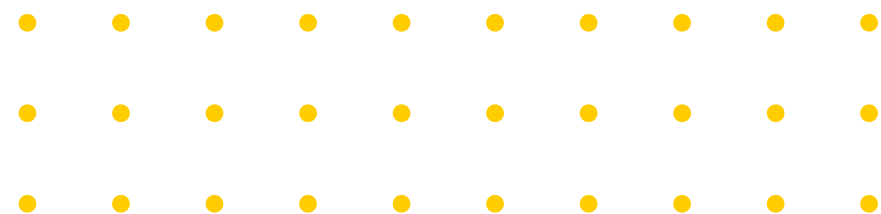


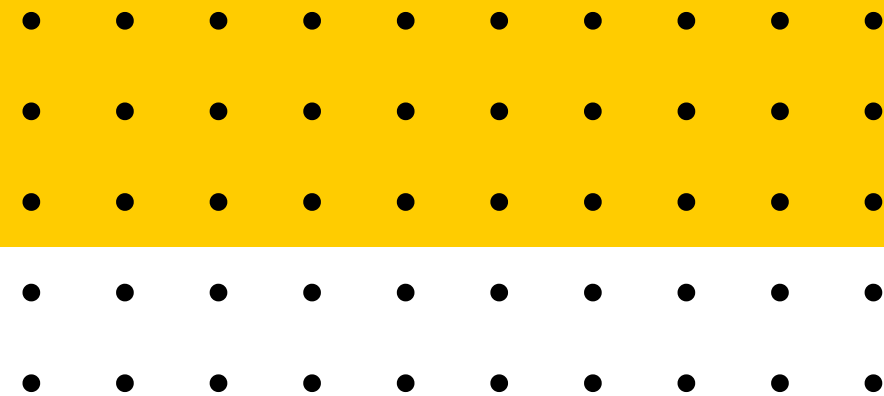
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01.

PROBLEM VS SOLUTION

What is the “perfect” rally cry?



THE PROBLEM

Appalachian State University's current rally cry is "Roll Neers!"

After investigation, it was determined that "Roll Neers!" lacked:

- Originality
- Uniqueness
- Connection
- Passion



RESEARCH

PEOPLE

I surveyed 74 Appalachian State University students asking for their opinions on the “Roll Neers” rally cry.

OPINIONS

Most students either didn’t care about the rally cry or expressed interest in the idea of having a unique rally cry.

When asked for their opinion on “Roll Neers” being closely related to Alabama’s “Roll Tide”:

- “Poorly, it feels like we lack originality BUT it is fun”
- “feels like it makes us lesser”
- “makes it unoriginal”
- “I feel like it’s cringey. Like a cheap ripoff. We need something better.”

Students were then asked to provide opinions about what they believe makes App State unique:

- “The mountains and colors”
- “Definitely the people and the environment”
- “The mountains and the students”
- “Location, spirit, community”

73%

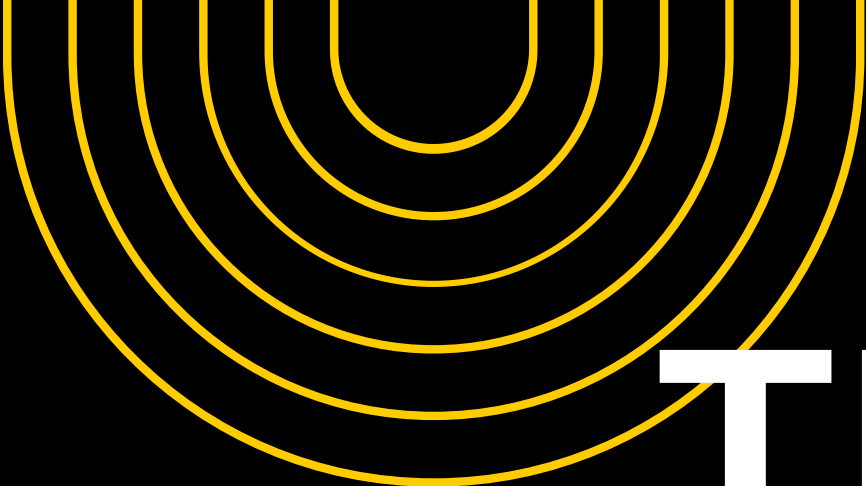
Strongly familiar with “Roll Neers”

16.2%

Disliked “Roll Neers”

39.2%

Strongly liked “Roll Neers”



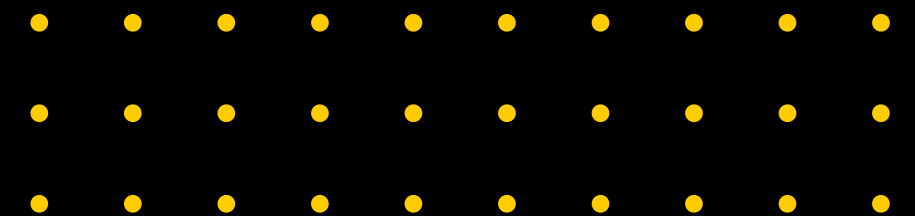
THE SOLUTION

Now that we've looked through the research, what should our rally cry embody?

Our rally cry should be:

- Powerful
- Memorable
- Unique
- Admirable

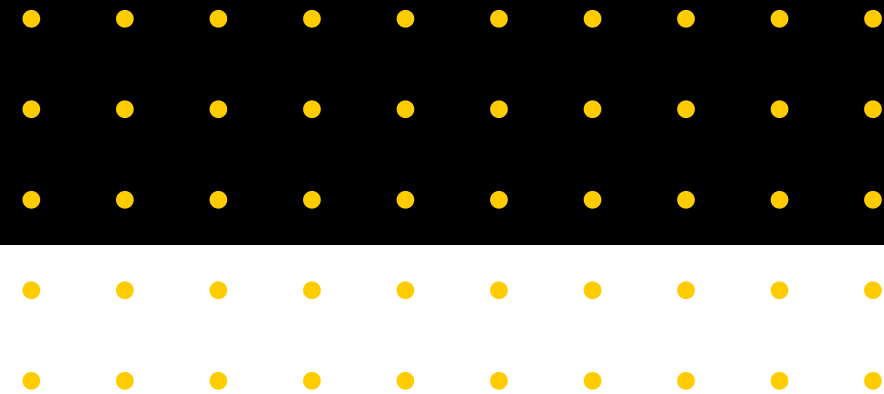
How do we incorporate those elements in a rally cry?



02.

DEVELOPMENT

How do we create a rally cry?



CREATIVE PROCESS

After determining what aspects a rally cry for App State should embody, I decided to list some words and phrases I associate with App State and see what ideas come to mind.

WORD LIST

List of words I associate with App State

- Mountains
- Blue Ridge
- Community
- Black and Gold
- Elevation

APP STATE

Memorable phrases and aspects of App State

- Yosef
- The Rock
- Go App
- Today I Give My All
- Football

POTENTIAL

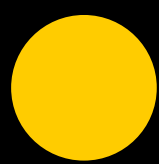
Potential rally cry concepts

- Fear the Neers
- Climb High!
- Up on Top!
- Behold the Black and Gold

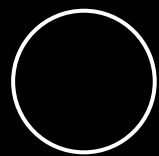
APP STATE BRANDING

When designing the rally cry, I found it was also important to note the official Appalachian State University branding guidelines, as, ideally, we want to maintain a consistent image across all platforms.

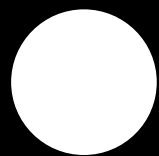
COLORS



Yellow/Gold
#FFCC00



Black
#000000



White
#FFFFFF

FONTS

App State primarily uses
the fonts Times New
Roman and Arial

LOGOS

Appalachian
STATE UNIVERSITY
APPSTATE



THE DESIGNS

After finalizing all the details for the design of the rally cry, it was time to produce some potential rally cries and logos.

1.



3.



2.



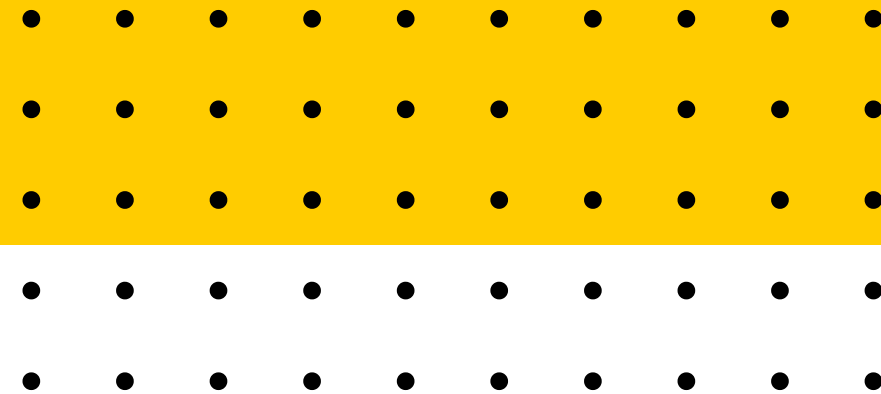
4.



03.

VISUAL ELEMENTS

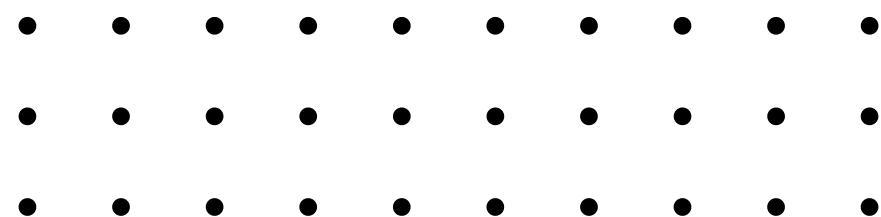
Let's make it memorable



ELEVATE APP STATE

Here's why "Elevate App State" works:

- Encapsulates the mountain spirit of App State
- Incorporates App State's mission for excellence
- Includes Grandfather Mountain in the design
- Versatile wording that can be applied to many different formats
- Includes an App State official logo enhancing recognition
- Simple design makes it easy to reproduce for various formats
- Memorability is increased due to the rhyming scheme of the rally cry



VARIATIONS

Logos can be adapted to fit a variety of formats and have different levels of complexity. All variations utilize the App State logo and their official font Arial.

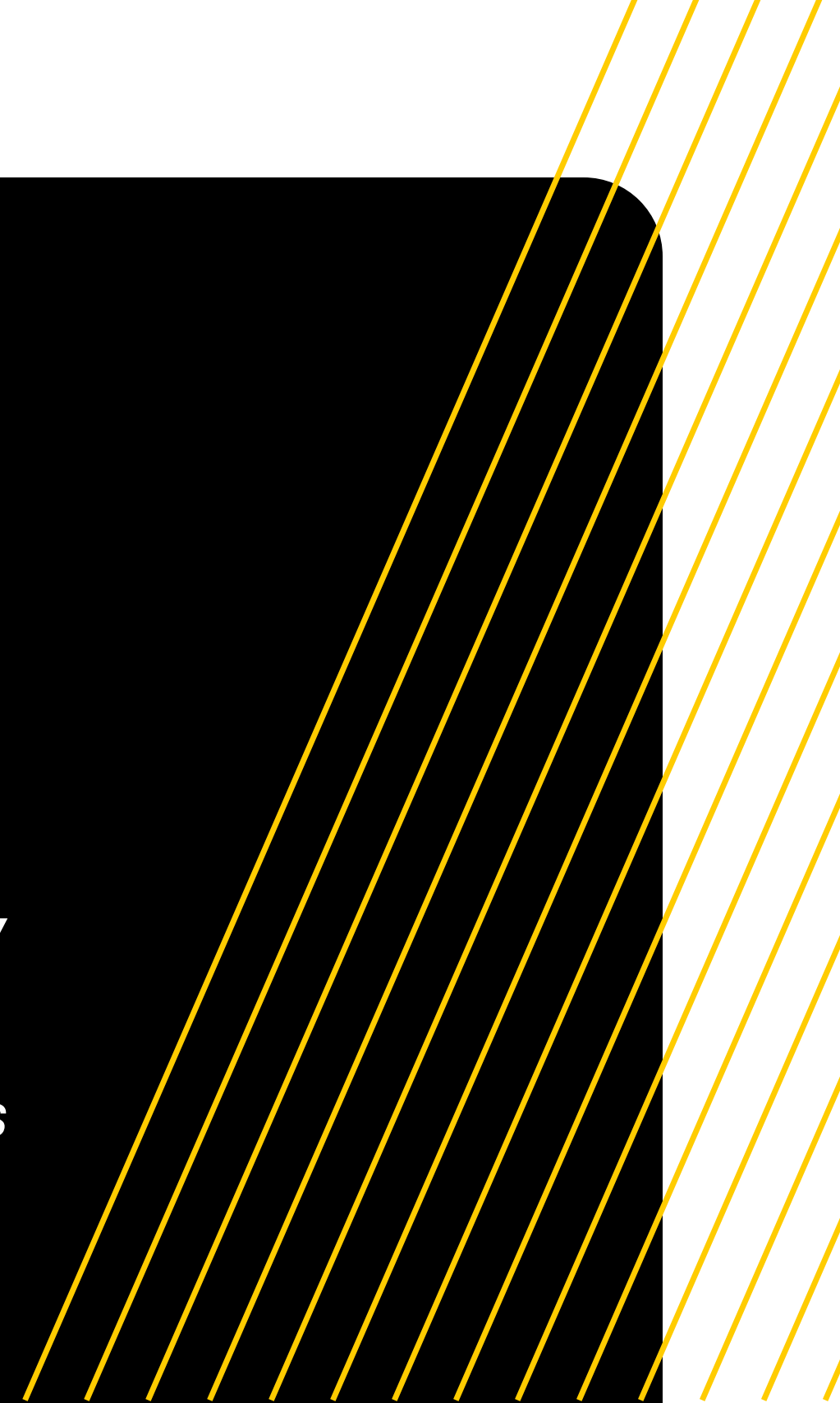
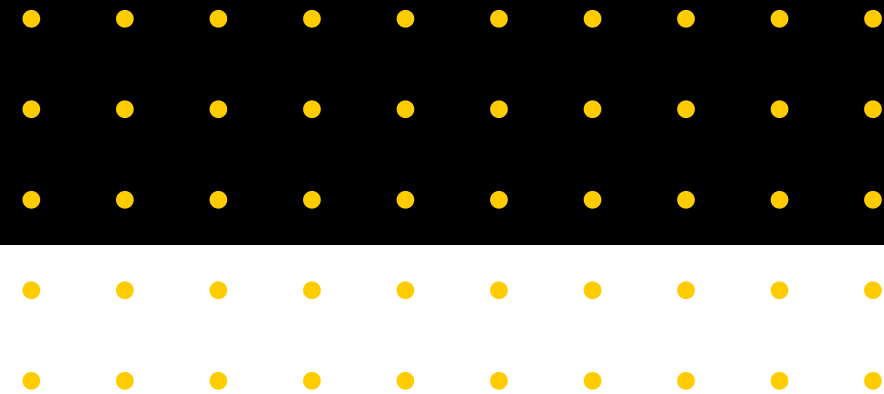
Middle logos can be adapted for a variety of merchandise such as t-shirts, hats, flags, etc. Smaller logos can be used to tag advertising materials such as social media posts or flyers. See later pages for examples.



04.

CAMPAIGN STRATEGY

Timeline for success

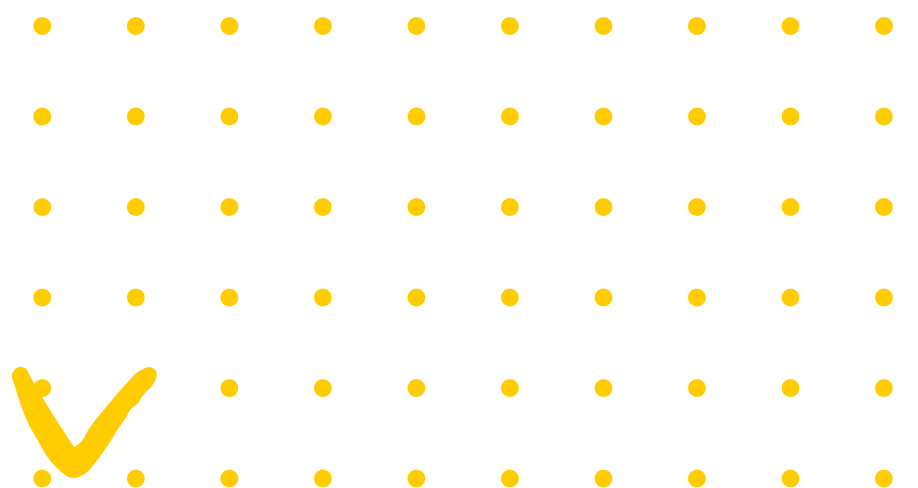


GOALS

Ultimately, we want to inspire and unite Appalachian State University's students, alumni, faculty, and fans. By achieving this, we can then encourage growth and excellence within the community of App State.

OBJECTIVES

In order to achieve our goals, we must solidify the rally cry in the hearts and minds of our students.





OUR STORY

“Elevate App State” is a message about rising above your expectations and achieving levels of success never thought possible. Highlight Appalachian State University’s achievements and successes. Talk about our wins and even our losses. “Elevate App State” is about never giving up and constantly seeking to rise to new heights.

HOW TO TELL OUR STORY

ALUMNI

Share the successes of our alumni and how they have contributed to society in their mission to elevate excellence.

STUDENTS

Feature stories of students who do extraordinary things and continue to defy bounds. One example could be highlighting Team Sunergy.

APP STATE

Discuss our university’s achievements, such as our historic win over the Michigan Wolverines in 2007.





Students

Our biggest focus should be on current App State students. These students are the ones consistently involved with App State, allowing the rally cry to spread more easily. Solidifying “Elevate App State” with this audience would ensure its success.



Faculty

Solidifying the rally cry with App State’s faculty and staff ensures that it is spread internally throughout the university. Having faculty use the rally cry within their own materials (e.g. email signatures) will continue to increase recognition.

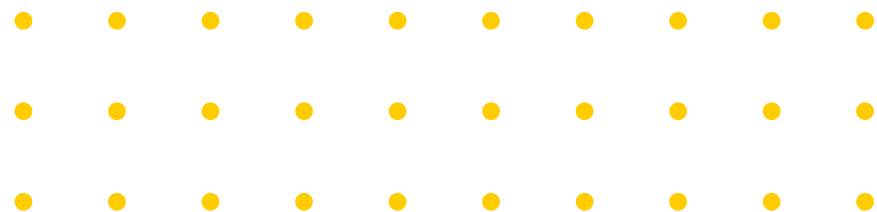
TARGET
AUDIENCES

OUR EFFORTS

Why current students?

Here's a more in-depth breakdown of why we should focus our efforts on current students:

- Has an immediate impact on campus culture.
 - How current students utilize this rally cry will shape the campus environment.
 - This would encourage a ripple effect to occur.
- Encourages long-term loyalty and pride.
 - This rally cry gives students something to truly connect to and feel pride in, unlike App State's current rally cry, "Roll Neers."
- Advertisements including this rally cry can be more easily directed towards this audience.
 - "Elevate App State" can be used throughout every club and organization, allowing all students to have some sort of interaction with the rally cry.



FACULTY ADVERTISING

Faculty and staff are an important target audience as they will be distributing content with the “Elevate App State” rally cry.

You can find this on their:

- Email signatures
- Business cards
- Teaching materials
- and more





THE TIMELINE FOR SUCCESS



THE OVERVIEW

#ElevateAppState

Introduce

Make the rally cry known and advertise heavily

Fall Start

Begin introducing the rally cry at the start of the fall semester

Sports

Include the rally cry in all sports advertising and environments

Reinforce

Continue to advertise the rally cry in order to ensure its longevity.

Share

Share stories of our successes

Encourage

Encourage others to reach new levels of success.

INTRODUCTION

ORIENTATION

Begin introducing the rally cry during orientation and produce materials utilizing the rally cry.

- Brochures
- Pamphlets
- Folders

SUMMER

MOVE IN

During move-in week, give out merchandise featuring the rally cry. Specifically, hand out flags with the different variations.

- See more on the next page

AUG 13 – 15

FALL SEMESTER

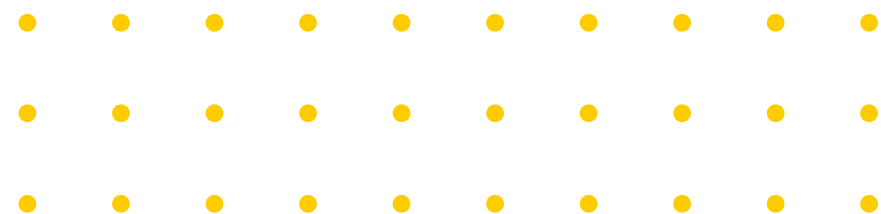
Advertise heavily during the fall semester. The beginning of the fall semester is typically seen as a fresh start by students, making this an excellent time to introduce a new rally cry.

AUG 19

MOVE-IN IMPORTANCE

Move-in week is important as all materials featuring “Elevate App State” should be ready and complete by this time.

Most importantly, during move-in week, flags featuring the rally cry should be handed out. Why? Students moving in are going to want something to put on their walls!



3' x 5' Flags



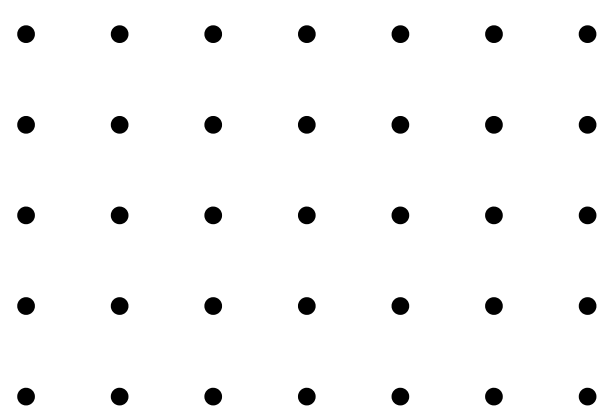
1.

POSTERS

Posters can be sold in stores or passed out. This poster was designed for aesthetic appeal to encourage consumers to feature it as decor.



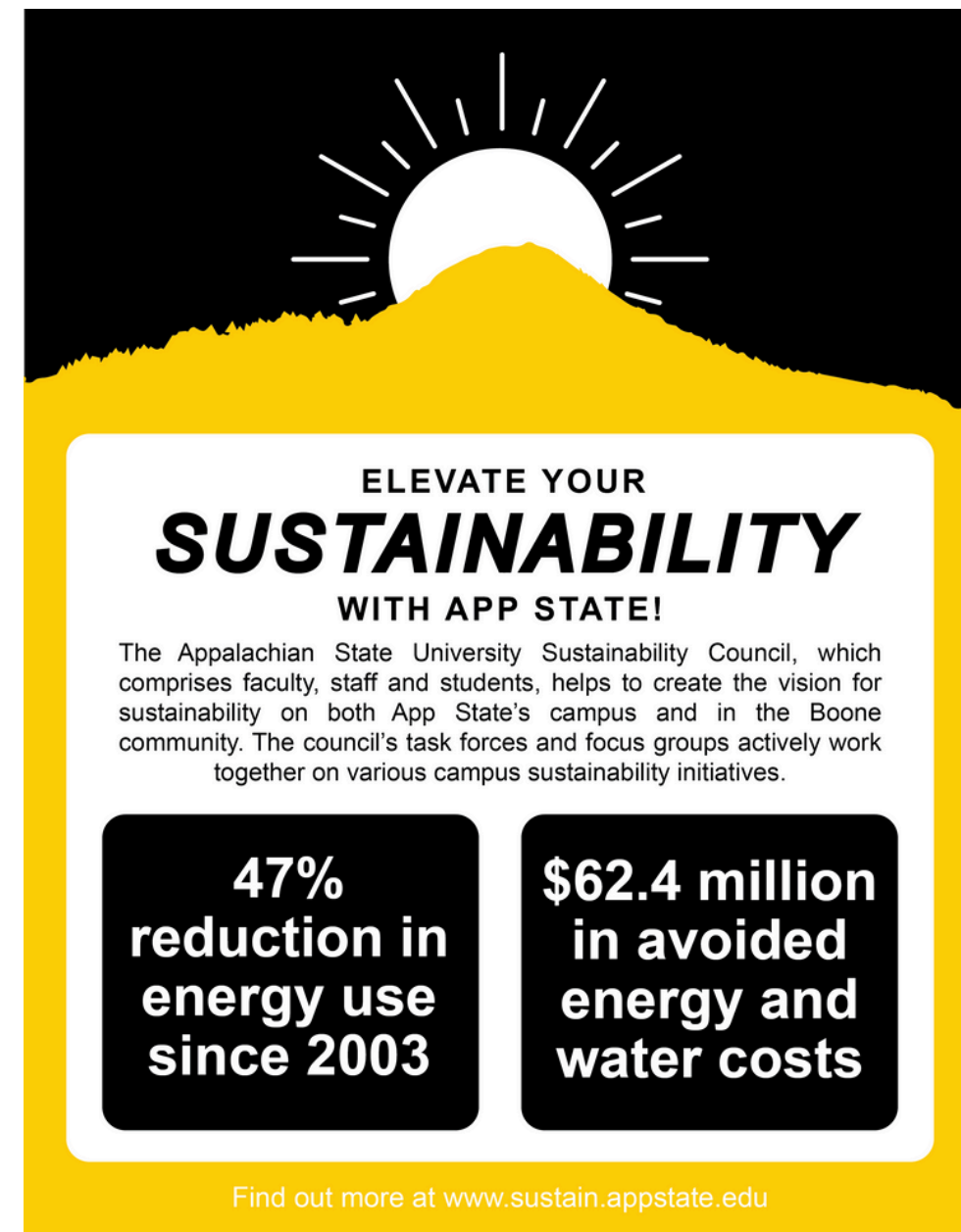
BEGINNING OF FALL



2.

FLYERS

Flyers can be handed out featuring a variety of information for different clubs and organizations



Find out more at www.sustain.appstate.edu

FOOTBALL

VIDEOS

Include the rally cry in promotional videos for the football team to be displayed at the beginning of games

STADIUM

Include the rally cry in banners to be displayed around Kidd Brewer Stadium

MERCH

Include the rally cry on merch that can be handed out at football games.

Why football? We should heavily advertise the rally cry during the football season because of two facts: Football brings in the most profit for App State and the season occurs during the fall semester, aligning with our timeline.

2' x 8'



2' x 6'



BANNERS

These banners should be displayed around Kidd Brewer Stadium and on campus to further promote recognition and awareness of the rally cry.

BILLBOARDS

Begin putting up these billboards in areas where visitors to Boone will see them. Examples include on 421 into Boone or 321/221.



MERCHANDISE

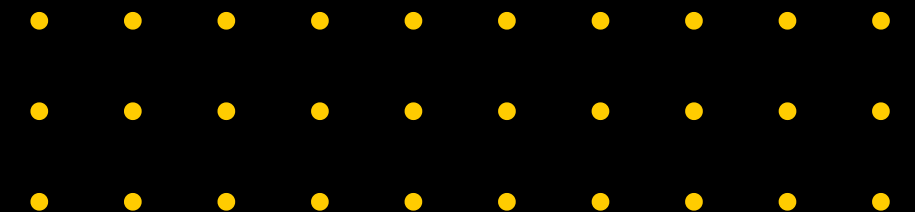
T-shirts should be given away at sports games in order to increase the distribution of the rally cry. Additionally, sell these t-shirts in stores, so when people decide they want to purchase the shirt, they have the ability to do so.

This design is meant to increase recognition of the primary logo.



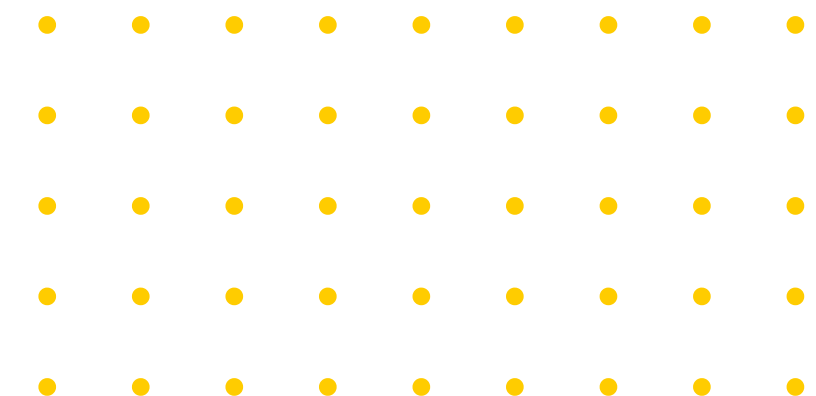
MORE MERCH

Additional merch to sell in-stores such as the bookstore or the athletics store.



EVEN MORE MERCH!

This includes an additional
t-shirt design as well as a
garden flag and pennant flag.



INTO DECEMBER...

After the beginning months, begin to work on the reinforcement of “Elevate App State”

- Incorporate the rally cry in digital advertising, such as banners on App State websites.
- Encourage faculty to use the smaller logos within their email signature
- Tags can also be used for online newsletters.
- Use the tags as watermarks for App State’s intellectual property.

Email Signature Tags



Website Banner

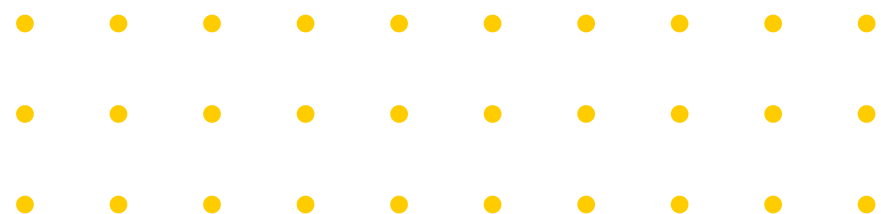


SHARE

Share the successes of App State using the hashtag **#ElevateAppState**

- Encourages others to achieve new levels of success
- Reinforces our story of rising to new heights
- Easy to share photos from App State and tag them with the logo (as shown to the right)

This increases the distribution of the logo and continues to increase recognition for the rally cry outside of physical advertisements.





Make sure to take note of the creative ways in which you can word "Elevate App State!"

- "Elevate your learning with App State today!"
- #ElevatedSuccess
- "Elevate your education today with App State!"



ENCOURAGE

Share stories of excellence online to further promote the rally cry and encourage growth within the App State community.

Begin to do this during the winter months as sports slow down.

The winter months can also be challenging for some people's mental health so use "Elevate App State" in creative ways to boost morale.



BOOST ENGAGEMENT

This post is a fill-in-the-blank for current students and faculty to share what prospective students and employees can expect when joining App State.

Utilize this during the spring season as admissions start to roll out and new beginnings are underway.

ELEVATE YOUR...



**WITH US AT
APPSTATE**

ELEVATE EXCELLENCE

EVENTS

Host events under the campaign that are meant to encourage and inspire others to reach new levels of success.

Event Ideas: Host ceremonies rewarding App State students, alumni, and faculty for their contributions to society. You can also host more casual events, such as tailgating events before sports games. Encourage alumni in different parts of the country and world to participate.

REPOST

Repost social media content of students who engage with the #ElevateAppState hashtag

PROMOTE

Continue to promote and encourage App State teams, clubs, and organizations to use the rally cry.

EVENTS CONT.

CEREMONIES

Host ceremonies highlighting the successes of App State students, faculty, and alumni. Create an award called the Elevated Excellence Award to further boost encouragement

ANNUALLY

TAILGATING

Tailgating events can be more casual and uplifting. Host these events before football games to get the students, faculty, and alumni hyped and further foster the connection to "Elevate App State"

08/31

1st Football Game



TIMELINE

These are key milestones for the #ElevateAppState campaign. These are crucial moments in which the rally cry needs to be utilized. We want to encourage excellence and growth. Ensure all advertising materials are prepared before these dates to ensure organization and the best impact.

Begin the promotion of "Elevate App State"

First football game of the season

Host the annual Elevated Excellence Gala.

Spring semester starts. Begin encouraging social media posts.

Exam period begins. Empower students with #ElevateAppState

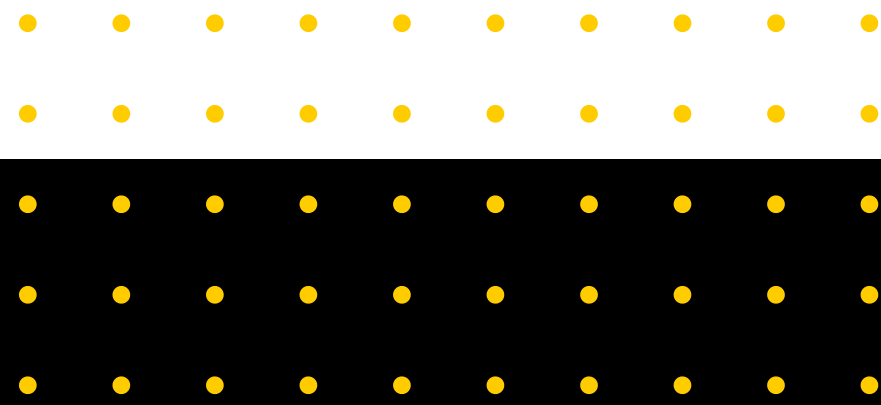
08/13

08/31

DEC.

01/13

05/02



THANK YOU!!

Now let's go Elevate App State!

